

Minutes
The Dubuque Transit Advisory Board Meeting
Thursday, January 9, 2014
4:15 p.m. to 6:00 p.m.

Federal Building
Second Floor, Room 223

Transit Advisory Board Members:

Joel Lightcap
Chair

Matt Esser

George Enderson

Rhonda Knight

R.R.S. Stewart
By phone

Others Present

Candace Eudaley
The Jule Transit Director

Jodi Johnson
Jule Operations Supervisor

Michelle Huseman
Jule Mobility Coordinator

Gail Kuhle
ECIA

Maurice Jones
City of Dubuque

Public Present

Amy Eudaley

Call to Order

The Dubuque Transit Advisory Board meeting was called to order by Board Chair, Joel Lightcap at 4:30 p.m.

Review/approve the agenda for the Thursday, January 9, 2014 Dubuque Transit Advisory Board meeting

Motion by Enderson, second by Esser to approve the agenda for the Thursday, January 9, 2014 Dubuque Transit Advisory Board meeting. The motion passed unanimously.

Review/approve the minutes of the Thursday, December 12, 2013 Dubuque Transit Advisory Board meeting

Motion by Esser, second by Enderson to approve the minutes of the Thursday, December 12, 2013 Dubuque Transit Advisory Board meeting. The motion passed unanimously.

Manager's Report

Review and recommend approval of the statistical data

C. Eudaley presented the FY 2014 year to date ridership statistical data. She noted The Jule had increased its ridership by approximately 3,500 rides compared to FY 2013. Contributing factors to the increase include the Nightrider Route, DuRide and the Trolley services.

C. Eudaley continued reviewing the data for the Nightrider route, pointing out that approximately 50% of the ridership is from the general public. The data also noted that the majority of the daytime college ridership is used by the students for the University of Dubuque, whereas Loras College and Clarke College are using the Nightrider Route.

Enderson asked what was the general public using the service for. C. Eudaley stated that through the study it was determined that the majority of the ridership from the general public was to provide rides to and from work. She noted that many riders are able to work later shifts on the weekend because the Jule provides service that not only gets people to work but home as well since the routes run later in the evening. In the future, there may be some changes providing later service for those who work in the evening.

C. Eudaley reported that the new Express Service is doing extremely well.

Motion by Esser, second by Knight to approve the statistical data. The motion passed unanimously.

Updates on Grants

Repair of the Bus Garage Roof

C. Eudaley reported that City Council approved the contract and staff is working on finalizing a contract with the architect for the design.

Intermodal Facility

C. Eudaley noted that construction of the Intermodal Facility should begin in 2014.

Bus Storage and Maintenance Facility

C. Eudaley reported the Dubuque Metropolitan Area Transportation Study (DMATS) approved \$1.2 million in Surface Transportation Program (STP) funding for the construction of the bus storage and maintenance facility.

Nightrider Service

C. Eudaley reported that in January The Jule would hear if they've received the Iowa Clear Air Attainment Program (ICAAP) funding to support the Nightrider's third year of service. The third year of service would be for October 2014-2015. She noted that staff had also included an improvement package in the budget to support the Nightrider Service if funding is not received through ICAAP. C. Eudaley noted that the colleges also provide the match for the ICAAP grant.

C. Eudaley noted that if The Jule receives a third year of ridership, staff would look at extending hours of service in the evening to the industrial park area. C. Eudaley indicated the improved data collection would reveal which stops are being utilized the most and then staff can make changes accordingly.

Discussion followed regarding a proposal for a fare increases to help subsidize routes rather than eliminating the routes when grant funds have been expended.

Lightcap asked if Huseman has made a connection with the Kennedy Mall tenants letting them know about the route changes. He stated that ridership could increase if Kennedy Mall employers knew that their employees could ride later at night.

Budget Hearing

C. Eudaley noted the Transit Budget hearing will be held on Thursday, February 13, 2014 at 9 p.m.

Route Updates

C. Eudaley stated the roll-out of the new routes went really well. There were a few glitches with getting children to school, but they will be worked out in the next few days. C. Eudaley noted that rides were free on the first day and later in the spring The Jule will do a "Grand Opening" of the new routes.

C. Eudaley reported that to continue to make routes more efficient, drivers will only stop at designated bus stops and no longer stop for riders who flagged them down.

Lightcap suggested that The Jule do a video that gives a view outside the front bus window, showing different landmarks on each route.

Project Pass

C. Eudaley gave a brief update stating that Project Pass is a non-profit program fund through Project Concern. The program provides free passes to ride the bus to their clients. Project Pass purchases ride tickets from The Jule for the cost of seventy-five cents per ticket. To date, they have provide 942 free rides to people going to work or school, interviews, mental health and medical appointments and support groups.

C. Eudaley explained that there was not a consistent price for discount ride tickets for non-profits, therefore The Jule policy has been changed and all non-profit will be charged seventy-five cents for their tickets.

Transfer

C. Eudaley stated that the transfer process has been changed. Transfer timeframe has changed for 30 minutes to one hour and the look of the transfer has been changed to a more user friendly format. Each day the transfer will be a different color and the daily color will be randomly selected.

Other Business

February meeting

Kuhle indicated that the next meeting will be held on Thursday, February 13, 2014 at 4:15 p. m. in Room 223 of the Federal Building.

Board member comments

Discussion of TAB goals for FY'14

C. Eudaley presented the goals developed by the Transit Action Group (TAG). She thought it would be a good idea to include their goals into the TAB goals.

Discussion continued and Lightcap indicated that a goal for each member of TAB would be for the members to ride several or all of the bus routes, thus being able to gain knowledge and to promote the usage of the service

Other goals suggested are as follows:

- TAB members attend the Transit budget hearing. Stewart suggested that members who attend be acknowledged at the beginning of the hearing.
- Meet with Transit riders.
- TAB members ride the bus with a City Council member.
- Attend transit talks or lunch and learns. Create a program which encourages members of the community to ride transit to a lunch meeting which discuss transit issues.
- Personalize the system for the public.
- Ride one route before the next meeting.

Lightcap stated that more goals will continue to develop over the next year.

Public Comments

Amy Eudaley suggested that when Council members ride the bus that they use a wheelchair, so that they can see the difficulties that those who use a mobility device may have.

Other suggestions presented by Amy Eudaley:

- Work with business to fund some of the cost for operations.
- Notify the public of the Transit budget hearing.
- Contact the Mall Walkers group updating them with information about the new route changes.
- Like the idea about videoing the bus routes.
- Like the idea of lunch and learns.
- Provide bus service to Asbury.

C. Eudaley stated that she has been in conversation with the City of Asbury and would update the Board as discussion moves forward.

Urban Transit Action Group

Kuhle presented information and a meeting schedule for the Urban Transit Action Group. She stated all Board members are welcome to attend the TAG meetings. The meetings are held at the ARC Center on Hillcrest Road, from 1:30 to 3 pm. The meetings are facilitated by The Jule Mobility Coordinator, Michelle Huseman.

Adjournment

Motion by Enderson, second by Knight to adjourn the Thursday, January 9, 2014 Dubuque Transit Advisory Board meeting. The motion passed unanimously. The meeting adjourned at 5:56 p.m.

Respectfully submitted,

These minutes passed, approved and adopted on this 13th day of February, 2014.

Joel Lightcap, Chairperson
Dubuque Transit Advisory Board